

## GFWC COMMUNICATIONS

**BRANDING YOUR CLUB****THE ANCHOR OF ALL COMMUNICATIONS**

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Making GFWC known in our communities is something that clubs are lacking. The best way to overcome this is to tackle “branding” of your club. The *Small Business Encyclopedia* defines it as: “The marketing practice of creating a name, symbol, or design that identifies and differentiates a product from other products.” A preferable definition, in my opinion, is: branding is how you decide to present your club to a target market. What do you want people to think of when they hear about your club?

GFWC is working on the best branding process for our organization and that involves having states and clubs place GFWC before their name. A LinkedIn page, aside from a club website and other social media channels, is an excellent way to extend your branding reach. Wikipedia ([www.wikipedia.org](http://www.wikipedia.org)) is also a common source of information and is a great channel for publicizing club histories, volunteer experience, and prominent clubwomen that are written in an objective tone. Wikipedia monitors for content that it views as too promotional.

The General Federation of Women’s Clubs is presented on Wikipedia, as are most State Federations. The Lions Club, Rotary, and Kiwanis have pages but most GFWC clubs are not listed.

Find people in your area that are interested in volunteering and helping the community at [www.meetup.com](http://www.meetup.com). Many potential clubwomen do not know that there are women in their areas who share their interests.

When you meet new people, have your “Elevator Speech” prepared! It describes this challenge: “How would you sell your club if fate placed you in an elevator with your dream prospect and you only had the time it takes to get from the top of the building to the bottom?” You need to grab them quickly or lose them forever. You need to be concise, clear, powerful, and goal-oriented. At the end of your speech, you must present them with either your business card or perhaps an elevator speech card you have printed for your club.

**Elevator Speech Checklist**

- First write down what comes to your mind.
- Make strong, short, and powerful sentences.

- Connect the phrases to each other; it must flow naturally and smoothly.
- Memorize your key points and practice.
- Answer the question in your listeners mind: *What’s in it for me?*
- Create different versions for the various prospective member demographics. Some potential members may like to accomplish one thing, while others want to accomplish something completely different.

Remember an elevator speech is a brief message or “commercial” about you. It communicates who you are and how becoming a member can benefit their community and family. It is important to memorize your speech so that it flows naturally.

